



**Missouri DECA
Study Guide and
Interview Preparation for
Officer Candidates**

2005-2006

DECA Related Terms



ACTE	Association for Career and Technical Education - professional association for career and technical educators.
Advisors	Adults charged with the responsibilities for giving guidance to the chapter and state associations.
AL	Associate Level - designation given to Competency Based Competitive Events categories which are designed to measure competencies needed for entry in the field of marketing.
Alumni Division	Support Division-to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.
Business Management and Entrepreneurship Events	Entrepreneurship Participating Event (Organizing an Independent or Franchise Business), Entrepreneurship Written Event, International Business Plan Event, E-Commerce Business Plan Event
Career & Technical Education Week	February 12-18, 2006
Career & Technical Education Week Theme	Career Tech: Education for Success
Categories of Competitive Events	Individual Series Events, Chapter Team Events, Management Team Decision Making Events, Business Management and Entrepreneurship Events, Marketing Research Events, Marketing Representative Events, State Events, Special Events
CDC	Career Development Conference
Chapter	Local level of DECA (not referred to as “clubs”)
Charter States	Missouri was one of 17 states which adopted the National constitution and the official name in 1948.
Chapter Team Events	Civic Consciousness Project, Creative Marketing Project, Entrepreneurship Promotion Project, Learn and Earn Project, Public Relations Project

Competitive Event Purposes

1. To contribute to the development of competencies needed for careers in marketing, management and merchandising.
2. To motivate students to assume responsibility for self-improvement and self-discipline.
3. To assist students in acquiring a realistic self-concept through individual and group activities.
4. To provide visibility for the educational goals and objectives of marketing education.

CAB

Congressional Advisory Board - members of Congress are supportive of DECA

CRLC

Central Region Leadership Conference

CTSO

Career & Technical Student Organizations (i.e., DECA, FBLA, FFA, FCCLA, SkillsUSA/VICA)

DECA

An association of marketing students is the student centered organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education.

DECA Board of Directors

Members of the Board of Directors are elected from DECA, Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.

DECA Colors

Blue - symbolizes sincerity and genuineness
Gold - symbolizes success

DECA Conferences

1. District Fall Leadership Conferences - hosted by DECA Districts throughout Missouri in order to develop leadership and elect District Vice Presidents
2. Fall Leadership and State Officer Election Conference – October 16-17, 2005, Lake Ozark
3. State Officer Training Conference - October 29-30, 2005, Lake Ozark
4. Central Region Leadership Conference – November 18-20, 2005, Des Moines, IA
5. State Officer State CDC Planning Meeting – January 28-29, 2006, Lake Ozark
6. District Career Development Conferences – hosted by DECA Districts throughout Missouri.
7. State Career Development Conference - March 19-21, 2006, Lodge of Four Seasons, Lake Ozark
8. International Career Development Conference – April 28-May 3, 2006, Dallas, TX

DECA Creed

I believe in the future which I am planning for myself in the field of marketing and management and in the opportunities that my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God--that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service to both myself and to mankind.

DECA Eligibility

Students must be currently enrolled in a marketing or cooperative education course in order to have membership in DECA.

DECA Emblem

The national emblem of DECA is attractive, significant, and meaningful. This emblem is a diamond shaped symbol with lines extending from the diamond. These lines signify action which is essential in the constantly changing world of marketing and management. DECA is emblazoned over these lines and the descriptive line, "An Association of Marketing Students" identifies the membership of DECA. The emblem is representative of close cooperation among the school, parents, students, and businesses in preparing for a well-rounded education basic for success in a career in marketing management.

DECA Executive Director

Dr. Ed Davis

DECA Guide

The publication for National DECA awards, written event guidelines, materials, supplies and approved sales projects.

DECA Identifier

An Association of Marketing Students

DECA Images

The supplier operating out of National DECA Headquarters which carries official DECA merchandise.

DECA Theme for 2005-2006

Explore New Frontiers

DECA Tagline

"Developing Future Leaders in Marketing, Management, and Entrepreneurship"

DECA, Incorporated

The legal identity of the adult group responsible for DECA.

Delegates	The term which refers to any DECA member, including advisors, attending DECA approved activities.
Delta Epsilon Chi Division	Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program. This division is represented by national officers (President and 4 regional Vice Presidents).
Diamond Award	A Missouri Association Award designed to recognize outstanding contributions made by one chapter advisor in each district. The Diamond Award is presented at the State CDC.
Divisions of DECA	High School, Delta Epsilon Chi, Collegiate, Alumni, and Professional
Entrepreneurship Promotion Project	DECA project designed to develop the economic and marketing skills needed to be successful in a global economy. One to three members may represent a chapter in the Entrepreneurship Promotion Project.
Formation of National DECA	The first interstate conference occurred in Memphis, TN in 1947 where the first national officer team was elected.
Four points of the DECA Diamond	<p>Social Intelligence: To gain knowledge of social graces, to develop poise, and to prepare and attend well-planned social events.</p> <p>Civic Consciousness: To learn to recognize individual responsibilities and obligations to the community by studying the needs of the community and planning activities to improve the community. To realize individual responsibilities within the Free Enterprise System.</p> <p>Vocational Understanding: To acquire first-hand knowledge and gain a greater understanding of marketing and management opportunities available in the individual's chosen career area.</p> <p>Leadership Development: To participate in opportunities which allow the individual to develop as a leader and to work as an effective team member.</p>
Friends of DECA Award	Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.

High School Division	The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes. National officers consist of a president and four regional vice-presidents.
Honorary Life Membership	The highest award a DECA Chapter, State, or National association can bestow on an individual.
ICDC	International Career Development Conference is the annual competitive events conference in April or May. Over 12,000 DECA members participate in the event.
Individual Series Events	Accounting Applications Apparel and Accessories Marketing Series, AL Apparel and Accessories Marketing Series, ML Business Services Marketing Series Food Marketing Series, AL Food Marketing Series, ML Full Service Restaurant Management Series Marketing Management Series Quick Serve Restaurant Management Series Retail Merchandising Series, AL Retail Merchandising Series, ML Vehicles and Petroleum Marketing Series
Leadership Delegates	Missouri state event designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.
Learn & Earn Project	A project to organize and develop a sales project activity. Sponsored by Otis Spunkmeyer Cookies and Muffins
Main Purpose of State and International CDC	Recognition of individual ability and achievement
Management Decision Making Events	Five team events which measure the management decision making skills of a team of 2 members. Areas of competition are: Business Law and Ethics E-Commerce Marketing Financial Analysis Management Hospitality Services Management Sports and Entertainment Marketing Management Travel and Tourism Marketing Management
Marketing Education	A secondary program designed to prepare students to conduct the critical business functions associated with directing the flow of products and services from the producer to the consumer. Students must be enrolled in this program to be eligible for DECA membership.

Marketing Research Events	Business and Financial Services Marketing Research Event General Marketing Research Event Hospitality and Recreation Marketing Research Event Retail Marketing Research Event
Marketing Representative Events	Advertising Campaign Event Fashion Merchandising Promotion Plan Event Technical Sales Event
Missouri DECA Board of Directors	Policy setting body made up of six elected chapter advisors. Members serve a three-year term.
Missouri DECA Districts	Missouri is divided into 12 districts
Missouri DECA Leadership Academy Directors	Mrs. Jennifer McCormac Mr. Ron Copple
Missouri DECA SBP	The Missouri DECA State Business Partnership is a partnership between business and industry and marketing educators to enhance the quality of marketing education in order to better prepare today's students for tomorrow's career opportunities.
Missouri DECA SBP Director	Ms. Wendy Franklin, Franklin Promotional Group
Missouri DECA State Advisor	Dr. Julie Lyman
Missouri DECA State Officer Advisors	Mrs. Jessica Wade Mr. Corey Sink
ML	Management Level - designation given to competency Based Competitive Events categories which are designed to measure competencies needed for advancement in the field of marketing.
National DECA Board of Directors	Individuals representing various segments of the DECA organization provide leadership and set policy for National DECA.
National DECA Magazine	<i>DECA Dimensions</i>
National DECA Week	October 9-16, 2005
National Headquarters	Located in Reston, Virginia - Opened in 1976
National Membership	Approximately 180,000

NAB	National Advisory Board - Consists of business representatives of donor companies who lend financial support to DECA. NAB members serve in an advisory capacity to DECA, Inc. The NAB chairperson serves on the National DECA Board of Directors.
National Officers	Both the High School and Delta Epsilon Chi Division are represented by elected national officers. Offices available are President and four regional vice president positions. The National High School President for 2005-2006 is Jennifer Vaziralli. The Central Region Vice President is Caryn Voskuil. The National Delta Epsilon Chi President for 2005-2006 is Angel Moreno. The Central Region Delta Epsilon Chi Vice President is Tyler Altrup of Missouri.
NCCCTSO	National Coordinating Council for Career & Technical Student Organizations.
Professional Division	A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, and administrators a means of membership in DECA.
Regions of National DECA	Western, Central, Southern, North Atlantic Each region has 13 or more state associations. There are 13 states in the Central Region, of which Missouri is one.
Scholarships	The Missouri Scholarships are the Kesterson Scholarship, the Missouri DECA State President Scholarship, the Bud Hartley Memorial Scholarship, Kent McDaniel Memorial Scholarship, the Jim Shelenhamer Scholarship, the Mike Tines Memorial Scholarship, the Hall of Fame Scholarship, the Marketing Education Undergraduate Scholarship, and the Kathryn Beich/Missouri DECA Scholarship. The National Scholarship is known as the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA.
State Action Team	Missouri's 16 member state officer team consists of a President, Vice President, Secretary, Reporter, and 12 District Vice Presidents.
State Approved Fundraising Companies	A maximum of four companies with which chapters may choose to participate in a fundraising project that provides royalties to the State Association. Royalties are used for scholarships, conferences, and state officer and district advisor activities.
Special Events	Missouri offers the following special events: Leadership Delegates, 7UP Challenge, Virtual Business Challenge.

State Events

Missouri offers the following state events: Chapter Awards, Rookie Chapter Awards.

State Officer POA

State and district officers are required to prepare a Program of Activities documenting activities carried out during the school year. In order to receive state support to attend the International CDC, a POA must be submitted which meets the minimum criteria.

State Officer Re-Election Policy 3.5

DECA members may serve as a member of the State Action Team more than once.

Venture Capital Fund

This business loan is available through Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no interest loan must be paid back in one year.

Parliamentary Procedure

**Four Main Objectives of Parliamentary Law**

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

Principles of Parliamentary Procedure

1. Only one main motion may be considered at a time.
2. Each member's rights are equal to those of his/her fellow members.
3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

Correct Way to Make a Motion

"I move that" followed by a statement of the proposal.

Types of Motions

1. Main
2. Subsidiary
3. Incidental
4. Privileged
5. Motions that bring a question again before the assembly

Quorum

One plus 50% of the members are present and eligible to vote.

Types of Amendments

1. First order-an amendment to the motion
2. Second order-an amendment to the amendment

Standard Order of Business:

Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business

Marketing Related Terms



Advertising	Any sales message paid for by a sponsor and appearing in media such as television, newspaper, or radio.
Consumer	The person that uses goods and services.
Customer	Anyone who buys or rents goods or services.
Demographics	Statistics that describe a population in terms of personal characteristics.
Distribution	The total process of moving, handling, and storing goods on the way from producers to consumers.
Economic System	The way a nation chooses to use its resources (manufactured and natural) to produce and market goods and services.
Entrepreneurship	The skills of people who are willing to risk their time and money to run a business.
Free Enterprise System	Encourages individuals to start and operate their own business without government involvement.
Functions of Marketing	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling
International Trade	The exchange of goods and services between nations.
Marketing Research	Gathering, recording, and analyzing facts related to marketing goods and services.
Marketing	The process of developing, promoting, and distributing products to satisfy customer's needs and wants.
Marketing Concept	Businesses must satisfy customers' needs and wants in order to make a profit.
Marketing Mix	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
Retailers	Sell goods to the final consumer for personal use.
Promotion	Communicating with potential customers to inform, persuade, or remind them about a business's products. Takes many forms such as, advertising, sales promotion, publicity, and personal selling.

Utility

The attributes of a product or service that make it capable of satisfying consumer's wants and needs.

Interview Structure and Screening Criteria



The Screening and Nominating Committee is made of approximately 16 members. They will ask candidates questions related to character, DECA, and leadership. Sample questions can be found on the internet by searching for general interview questions. Candidates are screened on the following criteria.

Pre-Interview (5 points)

Introduced self properly	Physically poised and ready	Spoke clearly, forcefully
State the office sought	Stood until invited to sit	Good first impression

Character Question Response (15 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

DECA Question Response (15 points)

Candidate's answers show a strong understanding of Missouri DECA. Ideas and plans for the future of Missouri DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

Leadership Question Response (15 points)

Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

Appearance (10 points)

Good color coordination	Hair clean and neat	Good posture
Clothing clean and pressed	Facial appearance is natural	Business attire conservative
Wore DECA blazer	Pleasant smile	

Attitude (10 points)

Attentive	Alert and responsive	Self-confident
Enthusiastic	Competitive and open minded	Sincere and conscientious
Socially at ease and comfortable		

Professionalism (10 points)

Courteousness	Ability to remember names	Ability to take criticism
Poise	Sense of humor	Conversational

Speech (15 points)

Proper grammar	Word selection	Speaks clearly, smoothly
Good diction	Appropriate use of gestures	Good eye contact

Post Interview (5 points)

Thanked the committee	Left promptly and still eager	Remained poised
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